MIRROFLECTORS *for* SHOW WINDOWS

EASTERN ELECTRIC SALES CO.
1730 N. ROBINSON ST.
PHILADELPHIA, PA.

"MIRROFLECTORS"

dedicated to the interest of

"Better Lighting"

DEFINITION

MIRROFLECTOR—A Mirrored Glass Unit Reflector having a permanent reflecting surface and contoured scientifically correct to accurately control light; manufactured only by

GILL GLASS AND FIXTURE COMPANY OF PHILADELPHIA

Mirroflectors

for

Show Windows

Gill Glass and Fixture Company
Philadelphia, Penna.

People Are Attracted By Light

Numerous tests and investigations have been conducted by lighting engineers of the Edison Lamp Works and the National Lamp Works. These tests in every instance have conclusively proven that GOOD SHOW WINDOW LIGHTING is a GOOD INVESTMENT.

33% more people stopped or slowed down to view a show window display under 40 foot-candles illumination than stopped or slowed down to view the same show window display under 15 foot-candles illumination.

73% more people stopped or slowed down to view a show window display under 100 foot-candles illumination than stopped or slowed down to view the same show window display under 15 foot-candles illumination.

For every addition of 12c in operating cost of show window lighting, sales increased $30.00.

Good Show Window Lighting Sells Merchandise

Show windows which are not properly and sufficiently lighted are not working full time but are loafing on the job; they should be discharged from your service and replaced by properly and sufficiently lighted windows which will work full time.

In reality, show window lighting is not overhead expense but should be considered and treated as a member of your sales organization.

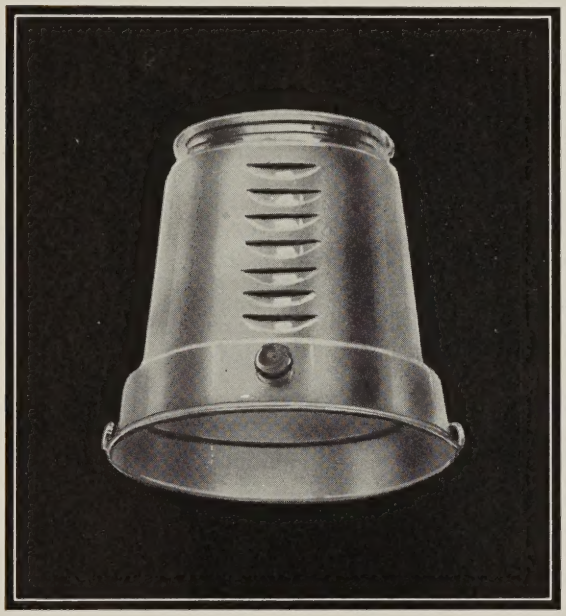
Well Lighted Show Windows Are Loyal Silent Salesmen

Adapters

MIRROFLECTORS are scientifically designed focal point reflectors and therefor, to obtain best lighting results, must be used with the lamp in correct focal position.

Each MIRROFLECTOR is equipped with an adapter which assures that the lamp is in correct focus. This adapter is furnished as a part of each MIRROFLECTOR and at no additional cost.

Do not install MIRROFLECTORS with other than standard MIRROFLECTOR adapters.



The use of louvers instead of plain holes for ventilation purposes in the MIRROFLECTOR adapter eliminates any light escaping from the adapter and therefor prevents unsightly spots of light on the ceiling above the reflector.

Lamps

Each MIRROFLECTOR bears a trade mark label which tells the MIRROFLECTOR number and specifies the size lamp to be used.

Do not use lamp other than that specified. If you do, the lamp will be out of focus and lighting results will be impaired.

Proper Selection of Mirroflectors for Show Windows

It is impossible to design one typical reflector which will properly light all show windows due to the different type windows and the different dimension ratios existing in the same type windows.

MIRROFLECTORS have been designed in groups or families; each group or family is designed to give best lighting for a particular type of window.

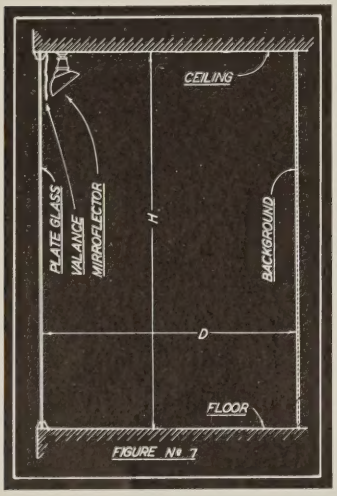


FIGURE No. 7

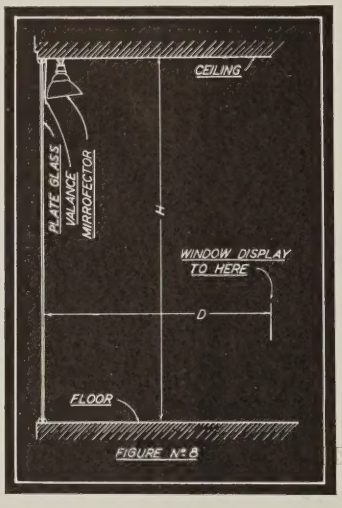


FIGURE No. 8

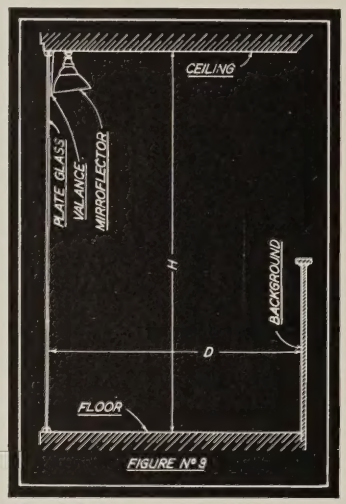


FIGURE No. 9

Closed Back Windows

Windows having a solid background extending from floor to ceiling as shown by Figure No. 7.

GROUP NO. 1000

MIRROFLECTOR No. 1200 for 200 W. Lamp
MIRROFLECTOR No. 1150 for 150 W. Lamp
MIRROFLECTOR No. 1100 for 100 W. Lamp

Open Back and Partly Open Back Windows

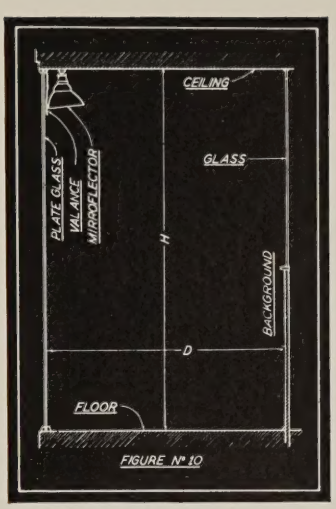
Windows having the back entirely open as shown by Figure No. 8.

Windows having the back partly open as shown by Figure No. 9.

Windows having the back entirely closed but having glass panels in the background as shown by Figure No. 10.

GROUP NO. 3000

MIRROFLECTOR No. 3200 for 200 W. Lamp
MIRROFLECTOR No. 3150 for 150 W. Lamp
MIRROFLECTOR No. 3100 for 100 W. Lamp

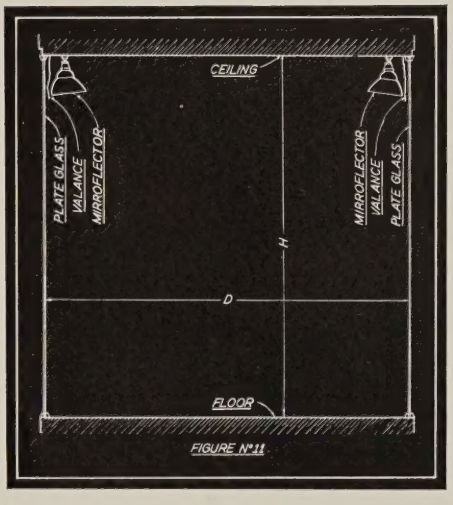


Island Windows

Windows having plate glass on both sides as shown by Figure No. 11.

GROUP No. 3000

MIRROFLECTOR No. 3200 for 200 W. Lamp
MIRROFLECTOR No. 3150 for 150 W. Lamp
MIRROFLECTOR No. 3100 for 100 W. Lamp



Exceptionally Shallow Windows

Some of the foregoing window types may present themselves in extremely shallow windows. These extremely shallow windows are classed in a separate family.

GROUP No. I-C

Depth (D) of window is less than one-quarter the height (H) of window.

MIRROFLECTOR No. 200-I for 200 W. Lamp

MIRROFLECTOR No. 200-C for 200 W. Lamp
MIRROFLECTOR No. 150-C for 150 W. Lamp
MIRROFLECTOR No. 100-C for 100 W. Lamp

Group C MIRROFLECTORS are more concentrating in distribution than Group I MIRROFLECTORS and therefor better adapted to very high and shallow windows.

Group I MIRROFLECTORS are in general better adapted to very shallow windows of medium height.

In some instances, best results are obtained by alternating the Group C and Group I MIRROFLECTORS, using equal numbers of each.

Window Lighting Layout

The following layout, Figure No. 12, covers practically every condition met in the engineering of show window lighting.

Make your MIRROFLECTOR selections in accordance with this layout and you will be assured of good show window lighting.

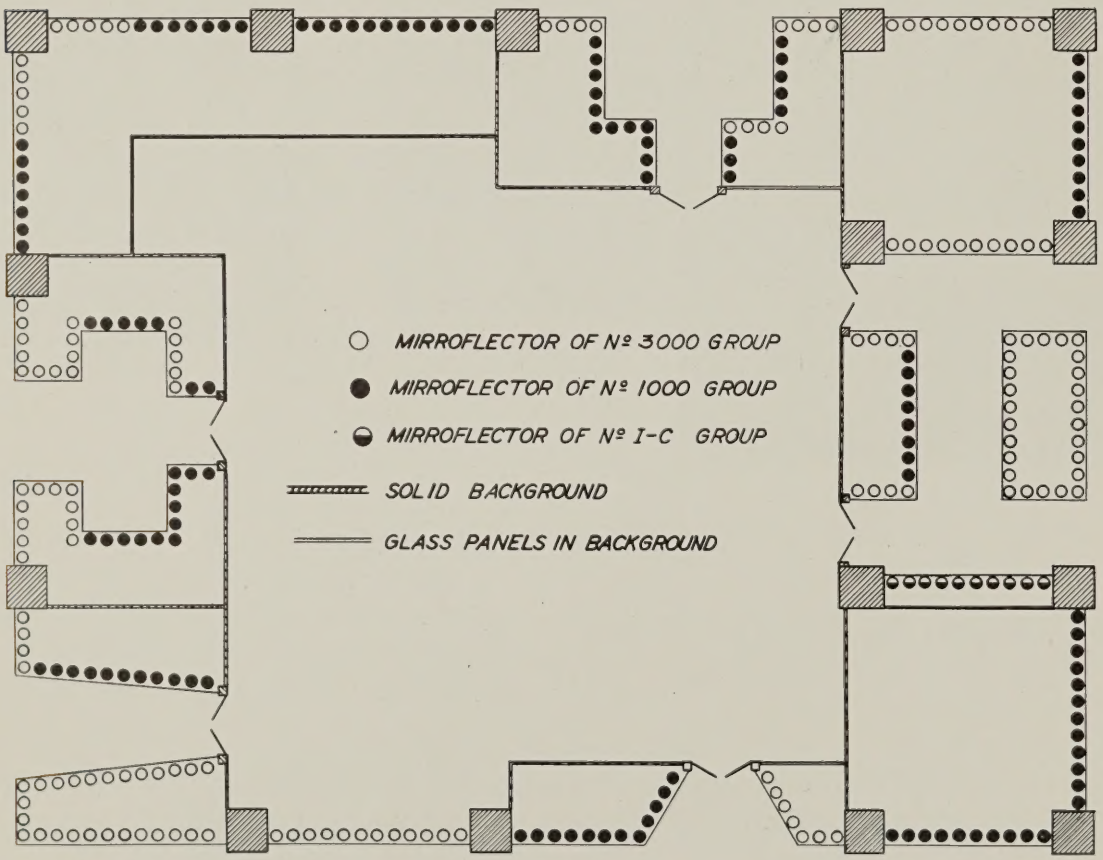

MIRROFLECTOR OF Nº 3000 GROUP
MIRROFLECTOR OF Nº 1000 GROUP
MIRROFLECTOR OF Nº I-C GROUP
SOLID BACKGROUND
GLASS PANELS IN BACKGROUND

Figure No. 12

Wattage

The quantity of light necessary for good show window lighting, and therefor the wattage required, is dependent upon many factors.

Dark displays and dark backgrounds absorb the greater portion of the light which they receive and therefor require a much higher level of illumination than do light displays and light backgrounds. Large windows naturally require more light than small windows because they have a greater surface to be lighted.

Good show window lighting is largely a matter of comparison or contrast and therefor depends upon local lighting competition such as street lighting, electric signs, and the intensity of lighting in nearby show windows. While 15 foot-candles might appeal as good show window lighting in the outlying districts of a small town, where there is little or no lighting competition, upward of 100 foot-candles is required on the white ways of the larger cities.

Show window lighting is generally referred to in terms of watts per lineal foot of show window. The local Light Companies generally maintain an engineering department composed of competent illuminating engineers who are especially familiar with local lighting requirements; they are glad to be of service to their customers in the planning of lighting installations and we recommend that you avail yourself of their service in planning your show window lighting and respect their advice as to required wattage per lineal foot of show window.

In certain locations the above service is not available and we have therefore prepared the following table of recommended wattage per lineal foot of show window to provide fair, good and excellent show window lighting.

Location	Size of Window (Height & Depth)	Recommended watts per lineal foot		
		Fair Lighting	Good Lighting	Excellent Lighting
Small Town—Outlying district	small	25	50	75
	medium	50	75	100
	large	75	100	125
Small Town—Prominent location	small	50	75	100
	medium	75	100	125
Large Town or Small City—Outlying district	large	100	125	150
Small Town—Very prominent location	small	100	125	150
Large Town or Small City—Prominent location	medium	125	150	175
Large City—Outlying district	large	150	200	250
Large Town or Small City—Very prominent location	small	125	150	175
	medium	150	200	250
Large City—Prominent location	large	200	300	400
Large City—Very prominent location	small	150	200	250
	medium	200	300	400
White Way	large	300	400	500

In order to meet future lighting demands, it is advisable to make the wiring installation of capacity about 50% in excess of the present need; this is especially true in growing and expanding locations and will eliminate the necessity of rewiring for a heavier load in the future when lighting competition demands that you replace your present lighting equipment with higher wattage MIRROFLECTORS.

The MIRROFLECTOR wiring installation should be made on alternate circuits; every other MIRROFLECTOR on a circuit. This is an economical feature which will allow every other MIRROFLECTOR to be turned off at such times as the maximum lighting is not required.

Group No. 1000

No. 1200

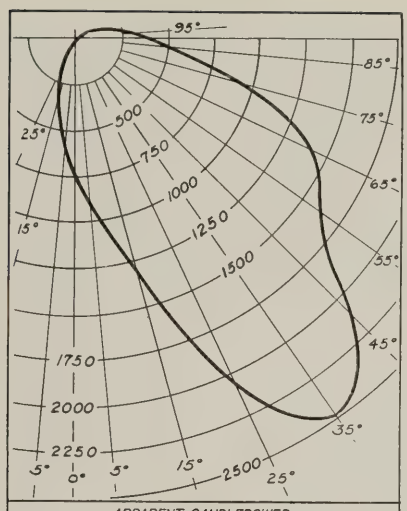
No. 1150

No. 1100

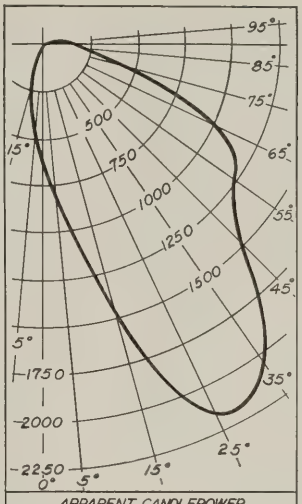
Number	Standard Package	List Price Each, Complete
1200	6	$5.60
1150	6	4.70
1100	6	4.00

Packed ½ Dozen to a Carton

Group No. 1000



APPARENT CANDLEPOWER DISTRIBUTION
MIRROFLECTOR No 1200
200 WATT LAMP



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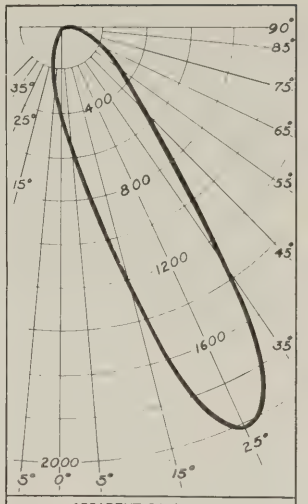
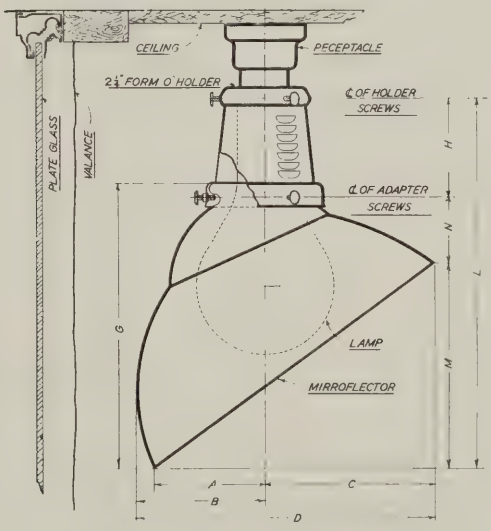
MIRROFLECTOR No 1150
150 WATT LAMP



APPARENT CANDLEPOWER DISTRIBUTION
MIRROFLECTOR No 1100
100 WATT LAMP



Mirroflector	Dimensions in inches									
	A	B	C	D	G	H	M	N	L	Width
No. 1200	3	3 1/2	4 5/8	8 1/8	7 13/16	2 11/16	5 19/32	1 25/32	10 1/16	10
No. 1150	2 13/16	3 1/4	4 1/4	7 1/2	7 3/16	2 3/16	5 1/4	1 3/16	9 1/8	9 3/8
No. 1100	2 3/4	3 1/16	4	7 1/16	6 5/8	1 3/4	4 15/16	1 1/16	8	8 11/16

Group No. 3000

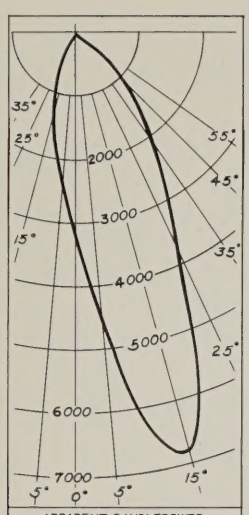
No. 3200

No. 3150

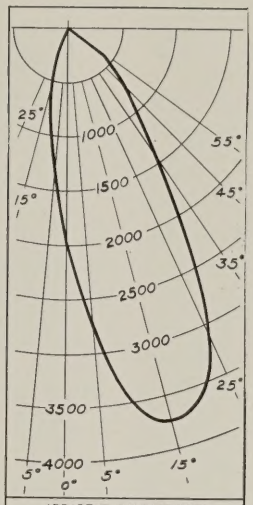
No. 3100

Number	Standard Package	List Price Each, Complete
3200	6	$6.15
3150	6	4.70
3100	6	4.00

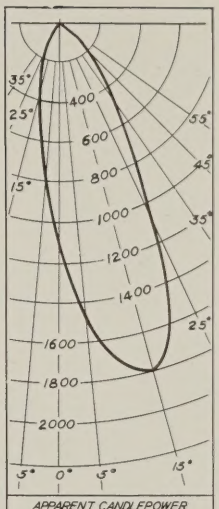
Group No. 3000



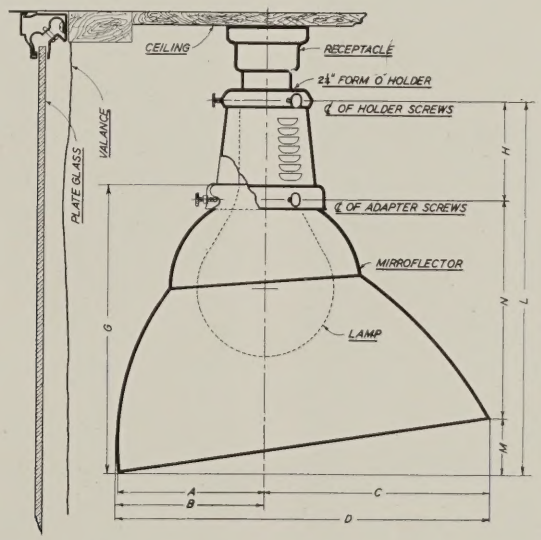
APPARENT CANDLEPOWER DISTRIBUTION
MIRROFLECTOR No. 3200
200 WATT LAMP



APPARENT CANDLEPOWER DISTRIBUTION
MIRROFLECTOR No. 3150
150 WATT LAMP



APPARENT CANDLEPOWER DISTRIBUTION
MIRROFLECTOR No. 3100
100 WATT LAMP



Mirroflector	Dimensions in inches									
	A	B	C	D	G	H	M	N	L	Width
No. 3200	4	4 1/16	6 3/32	10 5/32	7 13/16	2 11/16	1 1/2	5 13/16	10 1/16	10 1/2
No. 3150	3 3/4	3 13/16	5 3/4	9 9/16	7 3/16	2 5/16	1 1/16	5 3/8	9 1/8	9 7/8
No. 3100	3 1/2	3 9/16	5 3/8	8 13/16	6 5/8	1 3/4	1 1/16	4 13/16	8	9 3/8

Group No. I-C

No. 200-I

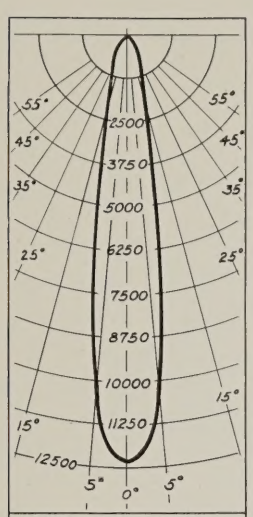
No. 200-C

No. 150-C

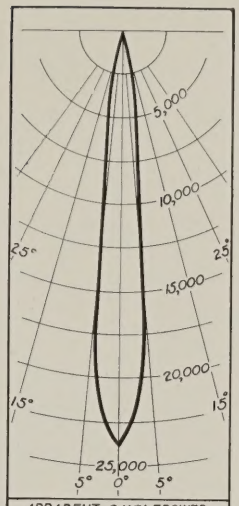
No. 100-C

Number	Standard Package	List Price Each, Complete
200-I	6	$6.15
200-C	6	6.15
150-C	6	4.70
100-C	6	4.00

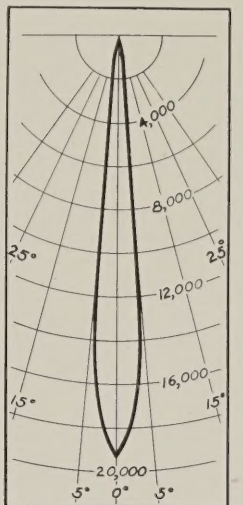
Group No. I-C



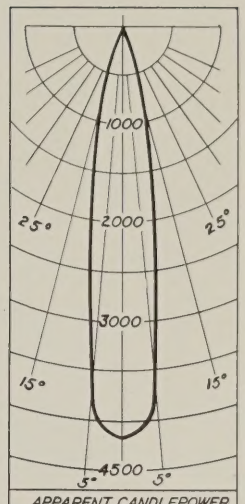
APPARENT CANDLEPOWER DISTRIBUTION
MIRROFLECTOR Nº 200-I
200 WATT LAMP



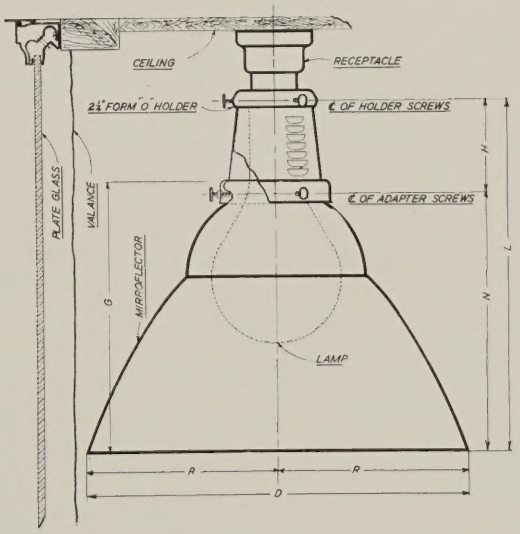
APPARENT CANDLEPOWER DISTRIBUTION
MIRROFLECTOR Nº 200-C
200 WATT LAMP



APPARENT CANDLEPOWER DISTRIBUTION
MIRROFLECTOR Nº 150-C
150 WATT LAMP



APPARENT CANDLEPOWER DISTRIBUTION
MIRROFLECTOR Nº 100-C
100 WATT LAMP



Mirroflector	Dimensions in Inches					
	R	D	G	H	N	L
No. 200-I	5 1/2	11	7 13/16	2 11/16	7 1/16	10 1/8
No. 200-C	5 1/2	11	7 13/16	2 11/16	7 1/16	10 1/8
No. 150-C	5 3/16	10 3/8	7 1/16	2 5/16	6 13/16	9 1/8
No. 100-C	4 7/8	9 3/4	6 21/32	1 3/4	6 9/32	8 1/32

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